



**August 18, 2017**

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**K-State Radio Network**

126 Dole Hall Kansas State University  
 Manhattan, KS 66506  
 785-532-5851 voice/fax 785-532-7355  
 ksrenews@ksu.edu

The 20 cuts below feature a 3-minute fully-produced piece followed by the scripts and bites that comprise that piece, for your own voicing.

| AGRICULTURE TODAY FEATURES |  |                  |                 |                                   |      |
|----------------------------|--|------------------|-----------------|-----------------------------------|------|
| 1                          | <b>FARM FINANCIAL BENCHMARKING</b>   | (fully produced) | (Eric Atkinson) | <b>Q...K-State Radio Network.</b> | 3:00 |
|                            | <p><b>FARM FINANCIAL BENCHMARKING (soundbites)</b></p> <p>As the profit margins on today's farm continue to be tight, knowing the intricacies of one's financial status is extremely important. That's where financial benchmarking comes in, according to one K-State agricultural economist who spoke on the topic at K-State's recent Risk and Profit Conference. Robin Reid says that having a firm grasp of the operation's financial indicators is imperative right now.</p> <p style="text-align: center;"><b>Track 2 (:28) Q...looking at 'em right now.</b></p> <p>To help producers benchmark their operations...that is, compare to other similar farm or ranch enterprises...Reid has put together some helpful information which is readily available.</p> <p style="text-align: center;"><b>Track 3 (:38) Q...farms in their area.</b></p> <p>She shares some examples of benchmarks that would provide good insight on farm financial stability right now.</p> <p style="text-align: center;"><b>Track 4 (:50) Q...these financial ratios.</b></p> <p><b>TAG:</b> That's K-State agricultural economist Robin Reid. One can access the farm benchmarking tools she has developed at <a href="http://www.agmanager.info">www.agmanager.info</a>.</p> |                  |                 |                                   |      |

| AGRICULTURE TODAY FEATURES |  |                 |                                   |      |
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| 5                          | <b>FARM EQUIPMENT PURCHASES (fully produced)</b>   | (Eric Atkinson) | <b>Q...K-State Radio Network.</b> |      |
|                            | <p><b>FARM EQUIPMENT PURCHASES (soundbites)</b></p> <p>Each farmer has his or her own strategy for purchasing or replacing farm equipment. One K-State farm management economist shared some things he'd like producers to think about along that line at the recent Risk and Profit Conference. Gregg Ibendahl (EYE-ben-doll) points out that most producers follow a practice of making the bulk of their equipment purchases during the better economic times.</p> <p style="text-align: center;"><b>Track 6 (:43) Q...across the U.S.</b></p> <p>And coming off a generally good economic stretch a few years back, producers are still benefiting from an up-to-date equipment fleet. However, says Ibendahl, there's still an accrued cost to holding that equipment.</p> <p style="text-align: center;"><b>Track 7 (:48) Q...onto that equipment.</b></p> <p>He invites producers to re-examine their equipment investments as economic returns to farming have tightened, and to consider alternatives.</p> <p style="text-align: center;"><b>Track 8 (:24) Q...need to think about.</b></p> <p><b>TAG:</b> With those thoughts on farm equipment purchases, that's K-State farm management specialist Gregg Ibendahl.</p> |                 |                                   | 3:00 |

| AGRICULTURE TODAY FEATURES |   |                 |                                   |      |
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| 9                          | <b>CALF MARKETING DECISIONS (fully produced)</b>  | (Eric Atkinson) | <b>Q...K-State Radio Network.</b> |      |
|                            | <p><b>CALF MARKETING DECISIONS (soundbites)</b></p> <p>Soon, cow-calf producers will reach the decision point: whether to retain their spring-born calves for backgrounding, or to sell them at or after weaning. Information from the K-State agricultural economics department can assist in that choice. K-State livestock economist Glynn Tonsor recently updated his fall calf price projection, which generally suggests that retaining ownership could pay off.</p> <p style="text-align: center;"><b>Track 10 (:58) Q...margin at the moment.</b></p> <p>However, for those who are inclined to sell their calves this fall, there's a useful on-line guide that can help that producer better manage the price risk from now until selling time.</p> <p style="text-align: center;"><b>Track 11 (:32) Q...each of those strategies.</b></p> <p>Tonsor regularly updates that tool, as he notes what it is currently suggesting.</p> <p style="text-align: center;"><b>Track 12 (:21) Q...margin call uncertainty.</b></p> <p><b>TAG:</b> Both the Beef Basis tool and the Feeder Cattle Risk Management Tool can be found at the K-State's agmanager.info web site. That's K-State livestock economist Glynn Tonsor.</p> |                 |                                   | 3:00 |

| AGRICULTURE TODAY FEATURES |   |                 |                                   |      |
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| 13                         | <b>CATTLE PRICE DISCOVERY (fully produced)</b>  | (Eric Atkinson) | <b>Q...K-State Radio Network.</b> |      |
|                            | <p><b>CATTLE PRICE DISCOVERY (soundbites)</b></p> <p>At the recent Risk and Profit Conference at Kansas State University, a team of K-State agricultural economists reported on a new analysis within the realm of cattle price discovery. The question of what determines negotiated fed cattle prices any given week is of perpetual interest to cattle producers and buyers. This particular project tracked price trends for the five major cattle trading regions, defined as Kansas, Nebraska, Iowa, Colorado and Texas. As K-State livestock economist Brian Coffey explains, they were trying to pin down the price relationships between those regions over the last 16 years.</p> <p style="text-align: center;"><b>Track 14 (:40) Q...the summer of 2017.</b></p> <p>One of the things they found was that the “price leadership” among those markets has changed over time.</p> <p style="text-align: center;"><b>Track 15 (:47) Q...borne by Colorado.</b></p> <p>However, of late, those regional price influences have become less clear.</p> <p style="text-align: center;"><b>Track 16 (:29) Q...not quite as distinct.</b></p> <p><b>TAG:</b> K-State livestock economist Brian Coffey...the entire report on this latest cattle price discovery research can be found at <a href="http://www.agmanager.info">www.agmanager.info</a>.</p> |                 |                                   | 3:00 |

| AGRICULTURE TODAY FEATURES |  |                 |                                   |      |
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| 17                         | <b>FARM RESILIANCY STUDY (fully produced)</b>  | (Eric Atkinson) | <b>Q...K-State Radio Network.</b> |      |
|                            | <p><b>FARM RESILIANCY STUDY (soundbites)</b></p> <p>By the very nature of the business, farm operations are routinely challenged with economic and ecological “shocks”, as one K-State agricultural economist puts it: low prices and weather-induced losses being prime examples. He recently conducted a study of farm resilience to these shocks, and whether the extent to which a farm is diversified makes a difference. K-State’s Alex Shanoyan used several decades of Kansas Farm Management Association data in this analysis.</p> <p style="text-align: center;"><b>Track 18 (:43) Q...and livestock operations.</b></p> <p>His findings say that Kansas farm operations are increasingly better at rolling with the economic punches over time.</p> <p style="text-align: center;"><b>Track 19 (:48) Q...than some other regions.</b></p> <p>But as for whether the degree of farm diversification has anything to do with that resiliency, Shanoyan says this.</p> <p style="text-align: center;"><b>Track 20 (:23) Q...diversification and resilience.</b></p> <p><b>TAG:</b> K-State agricultural economist Alex Shanoyan. He reported on this farm resiliency study at the recent Risk and Profit Conference at Kansas State University.</p> |                 |                                   | 3:00 |

The 5 features below are soundbites only

| FAMILY AND CONSUMER |  |     |
|---------------------|--|-----|
| 21                  | <p><b>CHILDREN KNOW WHEN THEY'RE FULL</b> – Developing good eating habits is a front line defense against obesity, which happens when a child takes in more calories than they burn. In the United States, nearly one in four children between the ages of two and five is overweight or obese – putting them at risk for developing diabetes, high blood pressure, asthma and sleep apnea. K-State Research and Extension nutrition specialist Sandy Procter says children have an innate ability to know when they're hungry and when they're full.</p> <p><i>Q...not ready, right now.</i></p>  | :18 |
| 22                  | <p><b>AVOID NEGATIVE FOOD ASSOCIATIONS</b> – Kansas State University associate professor in human nutrition and Extension specialist, Tanda (tawn-duh) Kidd, cautions against using food as a reward or as a punishment because it can create a negative association with food.</p> <p><i>Q...academically, as well.</i></p>   | :33 |
| 23                  | <p><b>WHAT SHOULD CHILDREN BE EATING?</b> – So, what should children be eating? Procter says the guidelines for children are essentially the same as for adults – just on a smaller scale.</p> <p><i>Q...a dairy serving.</i></p>  | :20 |
| 24                  | <p><b>KEEP HEALTHY SNACKS IN THE HOUSE</b> – Snacks are an important part of a healthy diet – and kids are going to eat them. That's why Kidd urges parents to have a variety of healthy snack options available.</p> <p><i>Q...a little sodium.</i></p>   | :28 |
| 25                  | <p><b>INTRODUCE YOUNG KIDS TO CALCIUM</b> – Calcium is a nutrient most children – from toddlers up to teens – don't get enough of. Keeping the refrigerator stocked with low fat milk, yogurt and cheeses is one way to add calcium to a child's diet. Procter says introducing calcium-rich foods when they're young improves the odds that they'll continue eating those foods into adulthood.</p> <p><i>Q...set 'em up right.</i></p> <p><i>Tag: More information on nutrition and maintaining a healthy weight is available at county and district Extension offices and on the Extension website: <a href="http://www.ksre.ksu.edu">www.ksre.ksu.edu</a>.</i></p> | :22 |

The features below are self-contained and fully-produced

| KANSAS PROFILE |  |      |
|----------------|--|------|
| 26             | <p><b>DEB MANGELSDORF – A DOG'S PURPOSE</b> – What kind of book could be on the New York Times bestseller list for 52 weeks, an entire year? A book about dogs, of course! Ron Wilson, director of the Huck Boyd National Institute for Rural Development, introduces us to a Kansas veterinarian who played a big part in the inspiration for that book.</p> <p><i>Q...with Kansas Profile.</i></p> | 4:21 |

| MILK LINES |   |      |
|------------|---|------|
| 27         | <p><b>SECURING ALFALFA SUPPLIES</b> – Dairy producers can actually find some good buys on high-quality alfalfa right now. That's why K-State dairy specialist Mike Brouk (Brook) is asking producers to take stock of the hay they have on hand, and assess whether it's sufficient to cover herd needs this fall and winter. If not, it may pay to hit the market and purchase alfalfa, as he discusses this week.</p> <p><i>Q...(theme music)</i></p> | 2:00 |

| OUTBOUND KANSAS |  |      |
|-----------------|--|------|
| 28              | <p><b>TESTING FOR TOXIC ALGAE</b> –Once again, conditions have been right this summer for blue-green algae to develop in many Kansas farm ponds. Livestock and pets should be kept away from these algae blooms, which can also be detrimental to wildlife. Before one takes action, however, one should confirm if, in fact, the algae on their pond is of the toxic kind. K-State wildlife specialist Charlie Lee outlines a simple preliminary test for doing so.</p> <p><i>Q...(theme music)</i></p> | 5:00 |

| <b>PERSPECTIVE</b> |   |       |
|--------------------|---|-------|
| 29                 | <p><b>CAN WE TEACH CITIZENSHIP?</b> – In many of this nation’s schools, teachers work hard to prepare students for tests...standardized tests that will query them over a narrow set of academic subjects. That effort concerns one professor and author who feels public education needs to not only transmit knowledge, but also prepare its students to utilize that knowledge in their role as citizens – something he feels is not happening.</p> <p style="text-align: right;"><b>Q...K-State Radio Network.</b></p> <p><b>Guest:</b> <i>Joel Westheimer, professor and university research chair in democracy and education at the University of Ottawa.</i></p> | 27:00 |

| <b>PLANTORAMA</b> |   |      |
|-------------------|---|------|
| 30                | <p><b>LAWN OVERSEEDING PREP</b>– September is the optimum time for overseeing a cool-season lawn. However, there are a handful of preparatory steps the homeowner can take in readying for that project. This week, K-State turfgrass specialist Jared Hoyle lists several things that one can be doing right now, so that the overseeding project will come about much more smoothly.</p> <p style="text-align: right;"><b>Q...(theme music)</b></p> | 5:00 |

| <b>SOUND LIVING</b> |   |       |
|---------------------|---|-------|
| 31                  | <p><b>HEALTHY EATING HABITS FOR CHILDREN</b> – Developing good eating habits is a front line defense against obesity, which happens when a child takes in more calories than they burn. In the United States, nearly one in four children between the ages of two and five is overweight or obese – putting them at risk for developing diabetes, high blood pressure, asthma and sleep apnea. K-State Research and Extension nutrition specialist, Sandy Procter, and Kansas State University associate professor in human nutrition and Extension specialist, Tanda Kidd, say that teaching a child to make healthy food choices early in life is a key component to better overall health.</p> <p style="text-align: right;"><b>Q...K-State Radio Network.</b></p> | 14:50 |

| <b>TREE TALES</b> from the Kansas Forest Service<br><i>cut 32 contains music; cut 33 does not</i> |   |      |
|---|---|------|
| 32  | <p><b>SMOKY BEAR CAMPAIGN</b> – He’s a familiar figure to generations of Americans....Smoky Bear. And he’s been the centerpiece of the U.S. Forest Service’s wildfire prevention campaign for decades. Recently, there have been interesting new additions to the Smoky Bear campaign that are worth checking out. K-State forester Charlie Barden tells us about those this week.</p> <p style="text-align: right;"><b>Q...(theme music)</b></p> | 2:00 |
| 33  | <b>(same as above, but without music bed)</b>   | 1:56 |

| <b>WEATHER WONDERS</b> (Featuring Mary Knapp, Weather Data Library, KSU) |   |     |
|--|---|-----|
| 34   | <p><b>IS SUMMER OVER?</b> – When does summer actually end? K-State climatologist Mary Knapp (“nap”) says it depends on which calendar you follow.</p> <p style="text-align: right;"><b>Q...Research and Extension.</b></p>  | :45 |
| 35   | <p><b>BERMUDA HIGH</b> – If the weather feels hot and humid, day after day, K-State climatologist Mary Knapp says it might have to do with one peculiar weather system that never truly goes away.</p> <p style="text-align: right;"><b>Q...Research and Extension.</b></p> | :46 |
| 36   | <p><b>KRAKATOA ERUPTION</b> – August 26th marks the anniversary of one of the most powerful volcanic eruptions ever recorded. K-State climatologist Mary Knapp has the story.</p> <p style="text-align: right;"><b>Q...Research and Extension.</b></p>                      | :53 |

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|----|--|------|
|    | <b>WHEAT SCOOP</b> from the Kansas Wheat Commission  |      |
| 37 | <b>WHEAT SCHOLARSHIP WINNER</b> – A highly-accomplished student from northwest Kansas who has developed a passion for agriculture in recent years has been awarded a prestigious scholarship from the Kansas wheat industry. Marsha Boswell tells her story on this week's Kansas Wheat Scoop.<br><i>Q...I'm Marsha Boswell.</i> | 2:58 |